



NEWS RELEASE

Ameriprise Financial Welcomes Veteran Advisors From LPL and Mass Mutual With \$257 Million in Assets

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Two Teams Moved into Ameriprise's Franchise Channel to Accelerate the Growth of Their Practices

MINNEAPOLIS--(BUSINESS WIRE)-- Two teams with \$257 million in combined assets under management recently joined the franchise channel of Ameriprise Financial (NYSE: AMP). Flatiron Financial Group, led by Rob Normandin Jr, AIF[®], a 27-year veteran, and Troy Neily, AIF[®], a 22-year veteran, joined from LPL Financial. Separately, Don DeJonge, CLU[®], CRPS[®], CKA[®], who has 12 years in the industry, joined in Visalia, Calif. from Mass Mutual. Both teams were looking for more support to accelerate the growth of their practices.

Flatiron Financial Group operates two offices in Bedford and Lincoln, N.H. where the team manages \$150 million in client assets. The team also includes advisors Robin Morrell, who has 28 years of experience serving clients, and Sean Smalley, who has 18 years of experience. Jonathan Jackson supports the team as their Ameriprise franchise field vice president.

Reflecting on their decision to switch firms, Troy Neily said, "We were searching for more resources to manage the wealth of our diverse client base today and into the future. The online goal-tracking features at Ameriprise allows clients to quickly and easily see the progress they're making against their goals, which ultimately helps them see the value we provide as advisors."

Advisor Finds the Right Technology and Support to Grow His Practice

Don DeJonge, who manages approximately \$107 million in assets, was also seeking an opportunity to grow his

practice more quickly. Ameriprise offered the right resources and support to achieve his growth goals, namely an integrated technology platform, expanded product offerings, and financial planning software that can handle complex client situations. DeJonge was also impressed by the level of support leaders and the corporate office provide to ensure advisors make the most of all the tools.

“My mission is to help clients reach their goals,” said DeJonge. “While I’ve been able to do that, I felt like there was a more efficient way I could present solutions to clients. I was pleased to discover that Ameriprise helps advisors learn new tools and optimize the way we use them to create a holistic client service experience.”

Client service associate Shirah Hopper moved to Ameriprise with DeJonge. Dean McGill supports the team as his Ameriprise franchise field vice president.

More than 4,000 financial advisors have joined Ameriprise since 2008.¹ To find out why experienced financial advisors are joining Ameriprise, visit [joinameriprise.com](https://www.joinameriprise.com).

¹ – Company data as of August 2019.

About Ameriprise Financial

At Ameriprise Financial, we have been helping people feel confident about their financial future for more than 125 years. With extensive advisory, asset management and insurance capabilities and a nationwide network of approximately 10,000 financial advisors, we have the strength and expertise to serve the full range of individual and institutional investors' financial needs. For more information, or to find an Ameriprise financial advisor, visit [ameriprise.com](https://www.ameriprise.com).

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